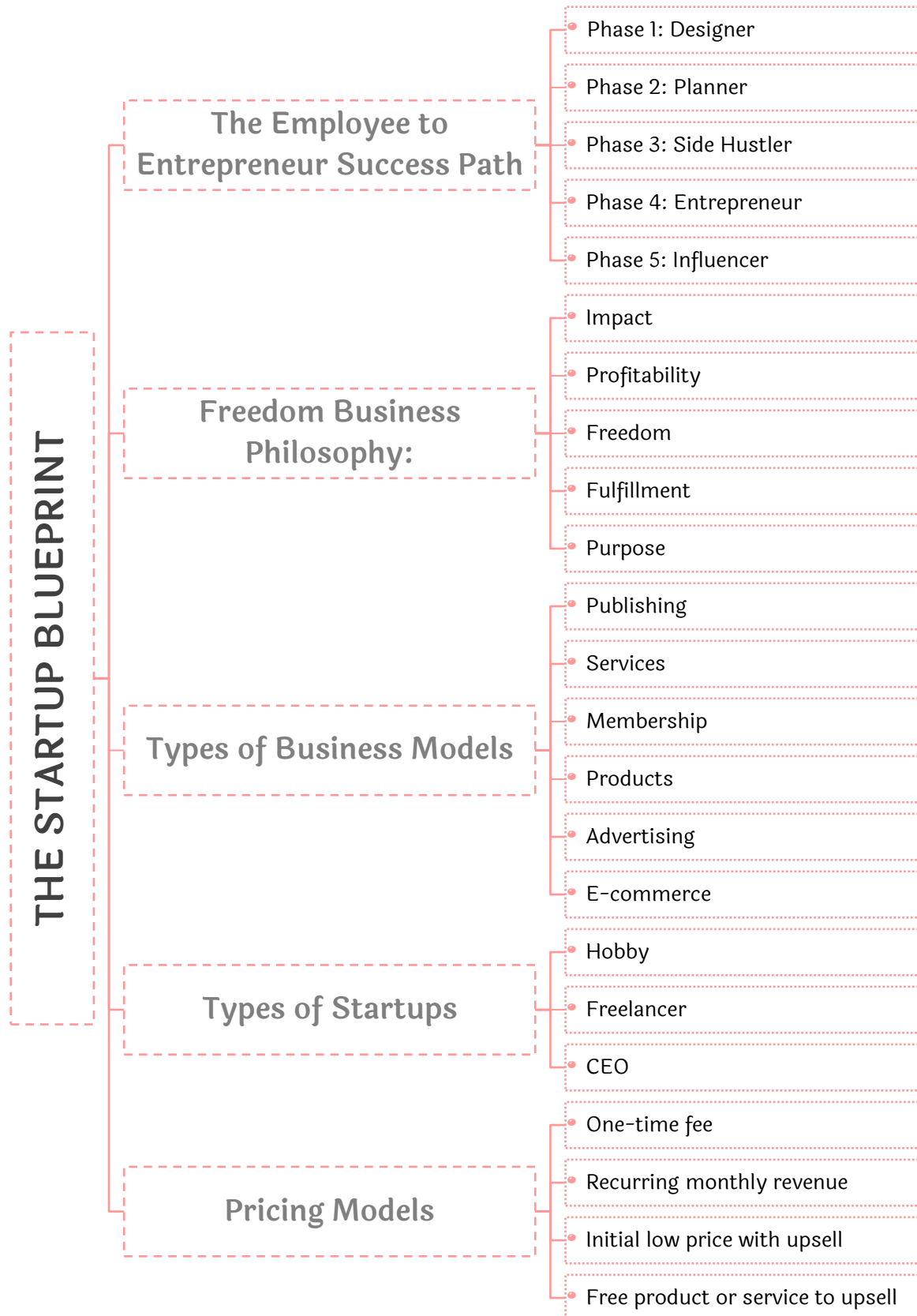
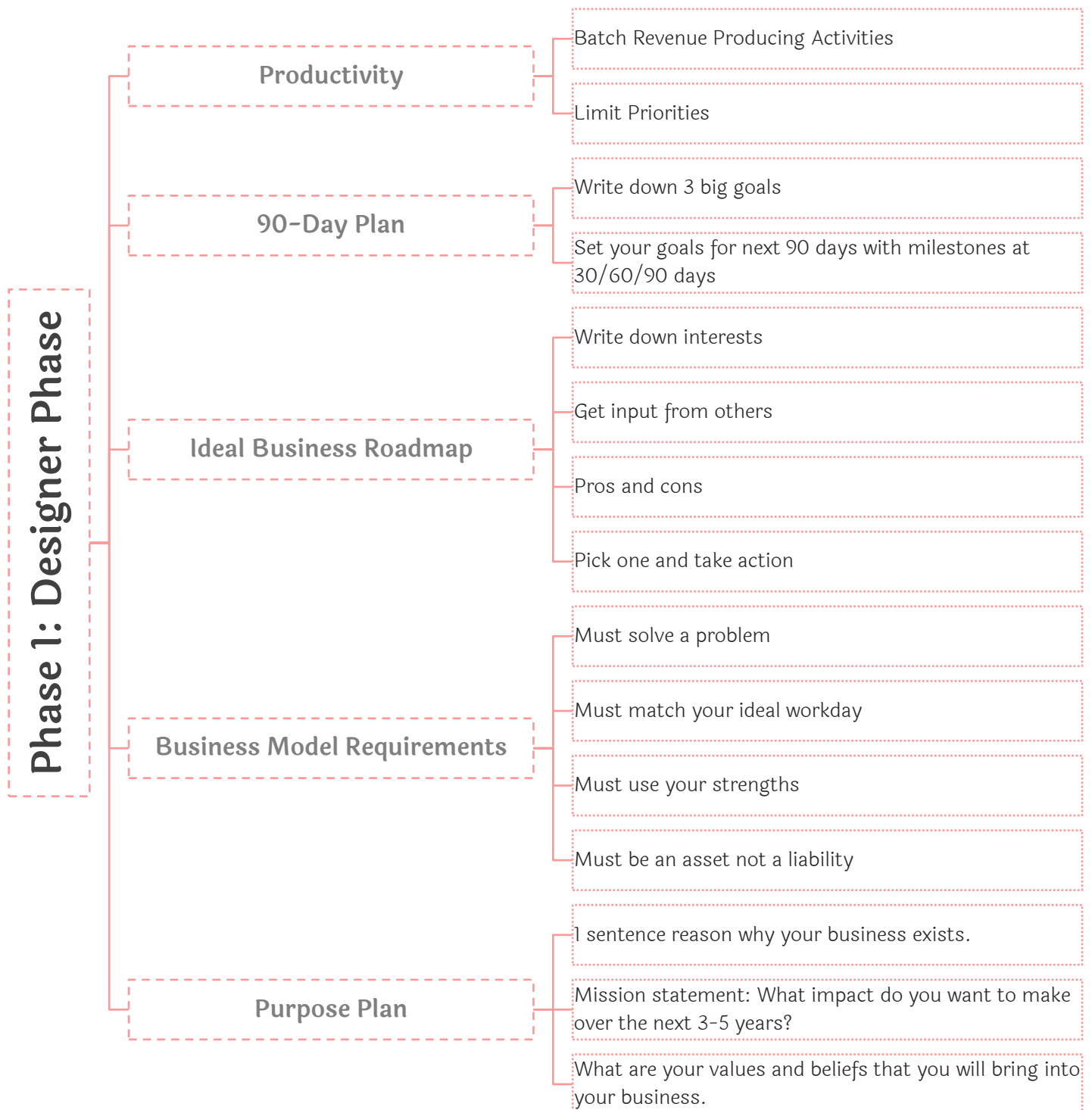


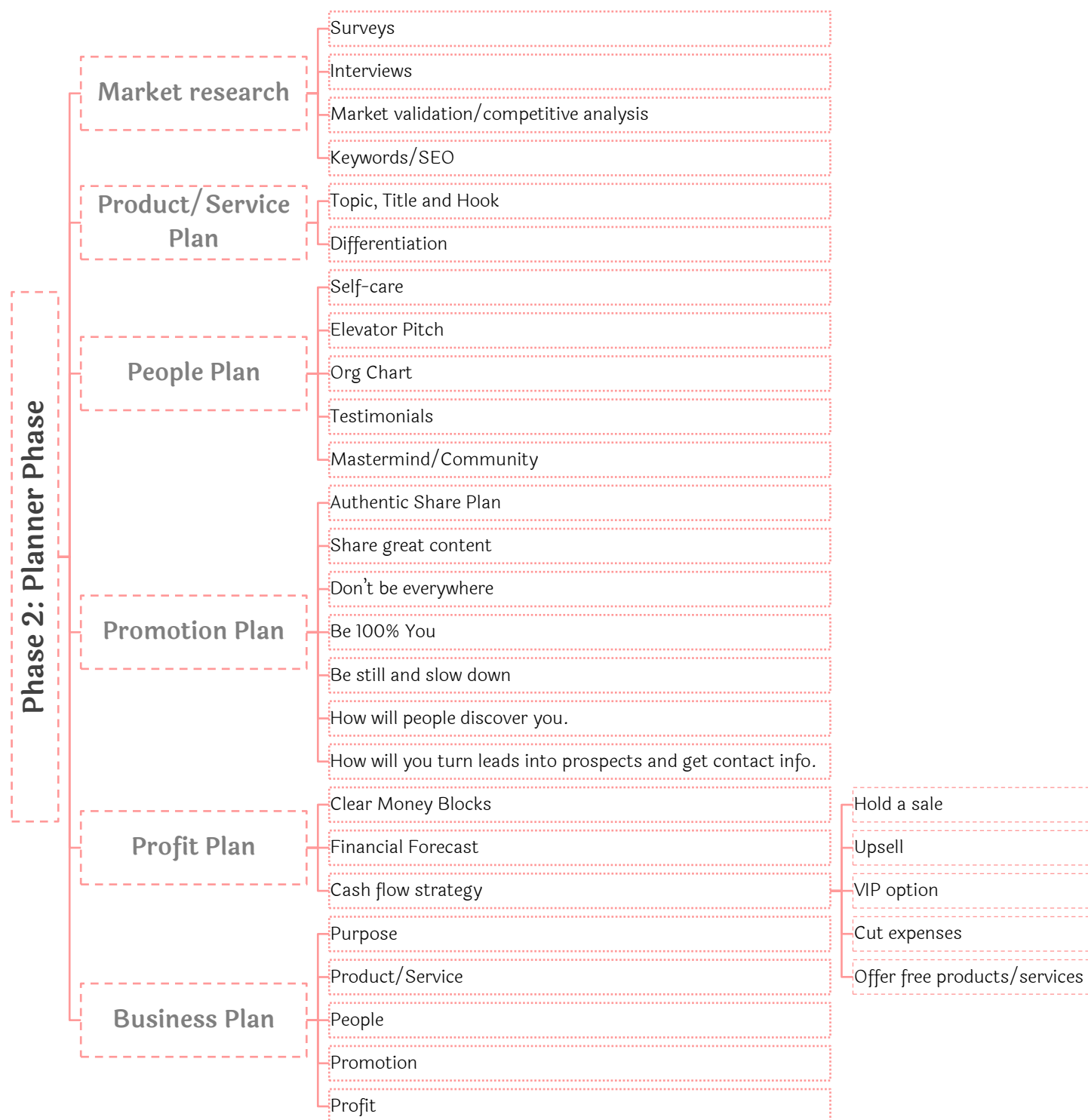


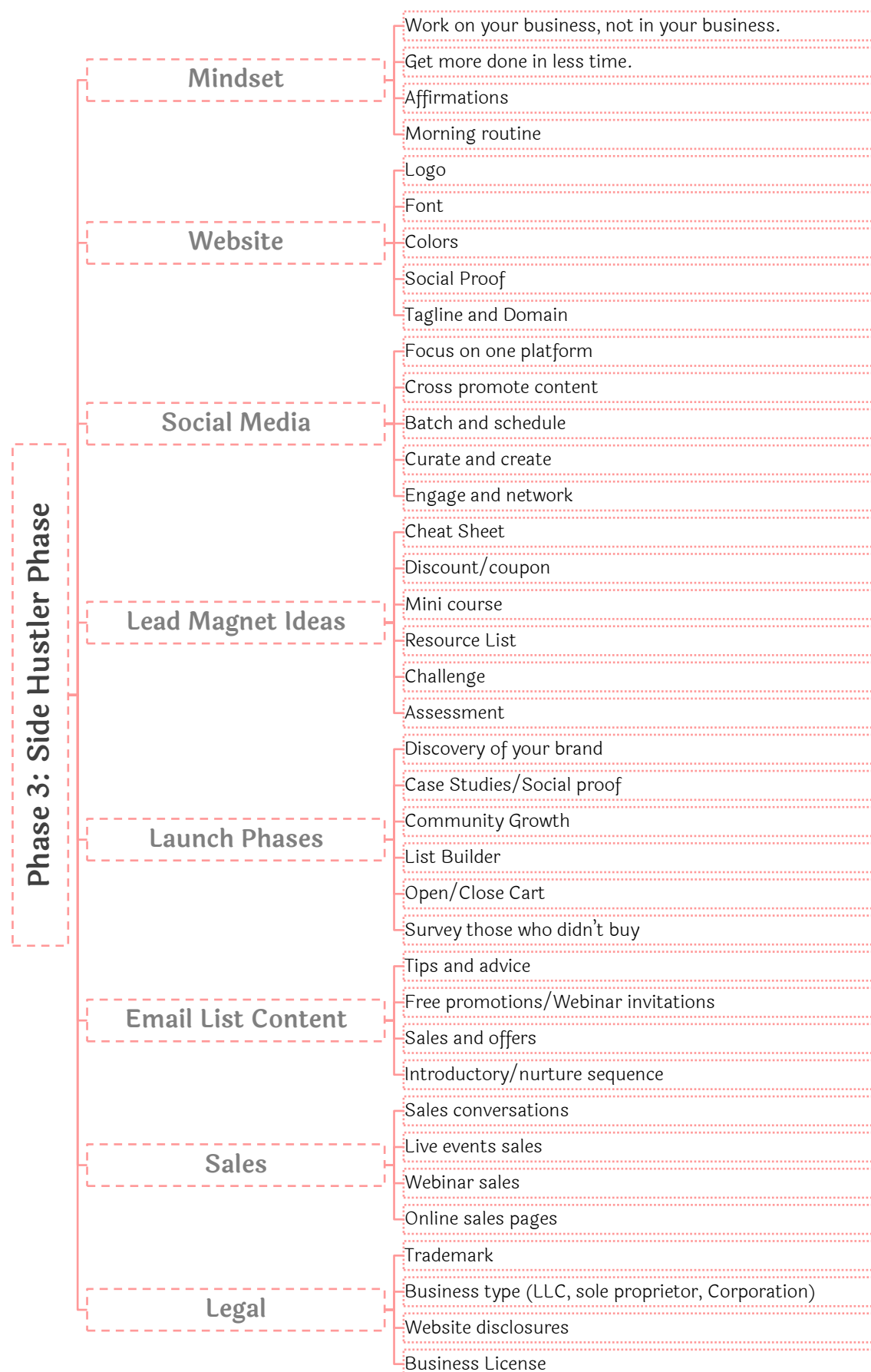
The *Startup* BLUEPRINT

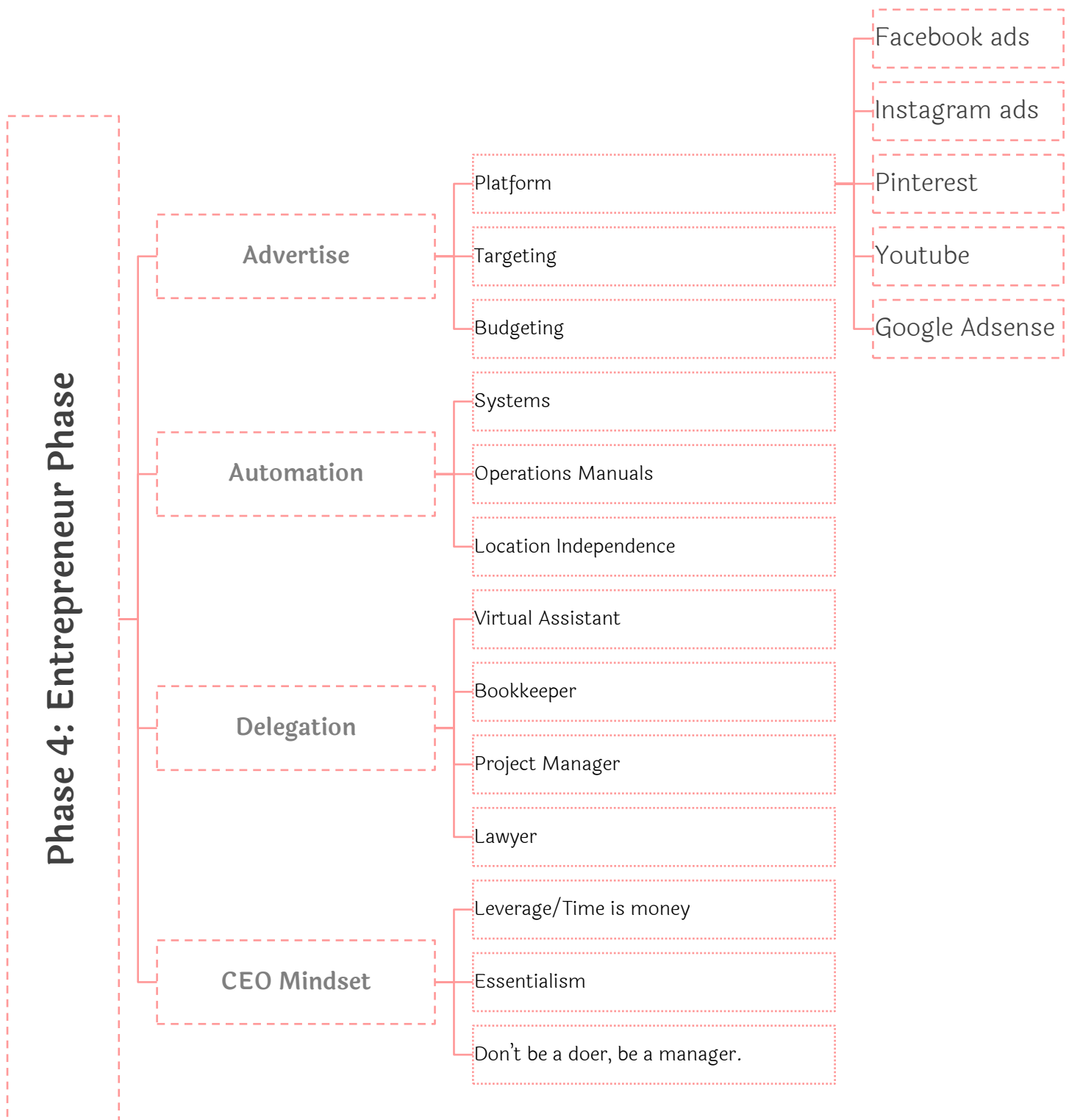


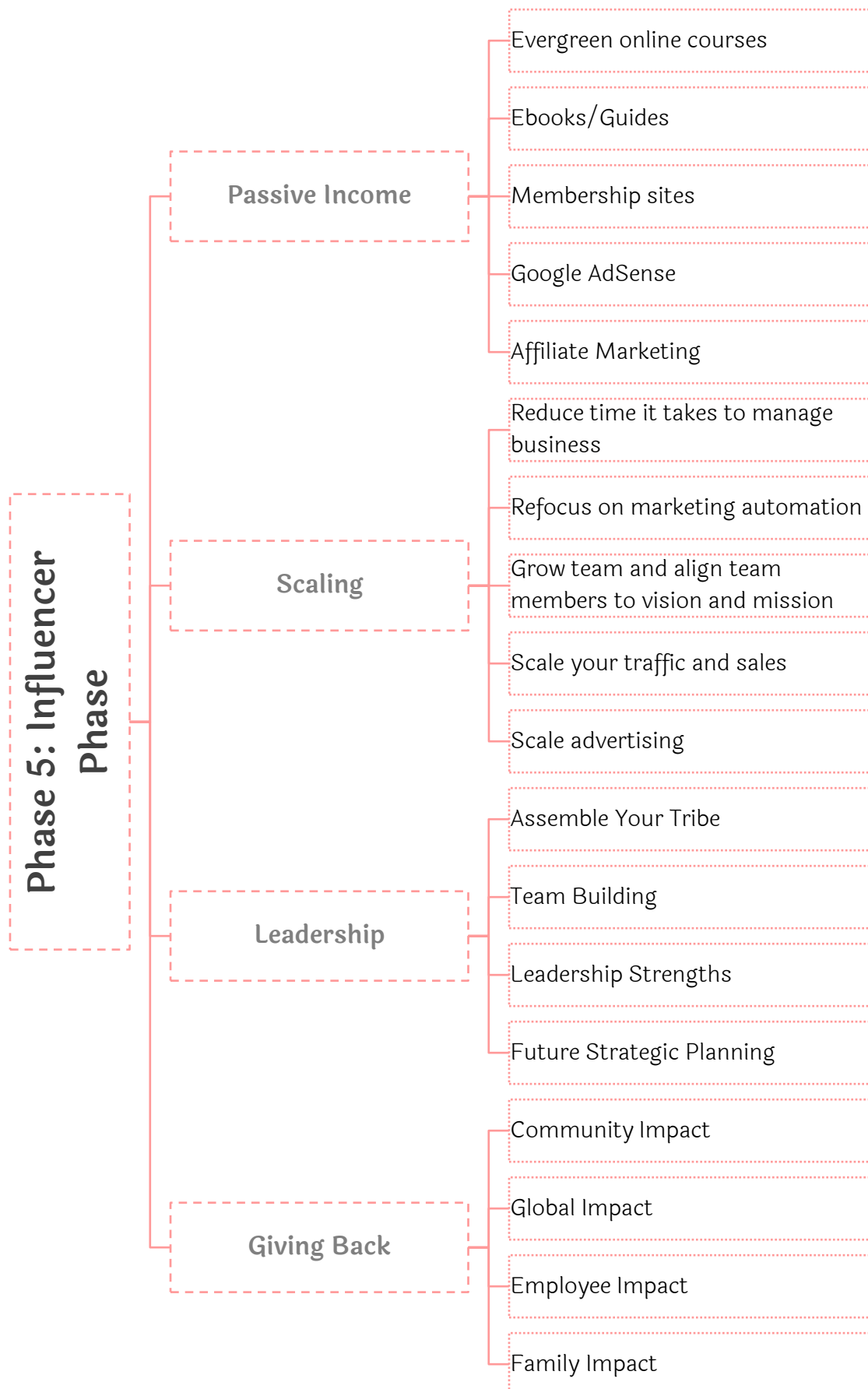
The 5 phases and milestones to go from employee to entrepreneur successfully











Tools

Website

- Bluehost (domain and hosting)
- Wordpress (choose your theme)
- WP-Curve: Tech support to help you with Wordpress

Delegate

- 99Designs
- onlinejobs.ph
- Upwork
- Fiverr.com

Lead Magnet

- Thrive themes
- Leadpages
- Click Funnels
- Convert Kit

Bookkeeping

Quickbooks

Xero.com

- Excel

Social Media Content Design

- Canva
- Picmonkey
- Wordswag (mobile app)
- Adobe Spark

Legal

- Legalzoom

Social Media Scheduling

- Hootsuite
- ViralTag (includes Pinterest)
- Later.com (instagram)

Email List

- Mailchimp (beginner/free)
- Aweber
- Active Campaign
- 1shoppingcart
- Infusionsoft (advanced)
- Leadpages & Drip

Collect Payments

- Paypal
- Woo Commerce
- Shopify
- Stripe
- 1shoppingcart
- Square
- Samcart

Common Roadblocks

How do I stand out from the competition? I am afraid to create a service that markets are already flooded with.

- If the market has people like you in it already, that's a good thing. It means you are onto a profitable business idea.
- You have your own strengths and experiences that make you completely different than anyone else out there.
- Jennifer, at JenniferKroiss.com, faced this roadblock as she quit her job to become a career coach. Do you know how many coaches are out there, she thought! How will I stand out! As she was leaving work on her final day, she was getting clients from people she had been working with. It just goes to show that you can still succeed even if you feel like there is a lot of competition out there because of who you are right now.

I am afraid I won't be able to monetize what I am doing for a business. I am afraid that I will put my family into financial uncertainty and not be able to pay my bills.

- Monetizing is all about testing. It requires pivoting. It requires failing. It involves tweaking.
- Sell it. Does anyone want it? Why not? Ask the market what they want instead.
- Solve a problem that people will pay you to solve.
- Mary Ellen Roth from MaryEllenRoth.com dove in deep into what her ideal client wants so it was a no-brainer when she talks to a potential client on the phone. Mary Ellen reached out to a contact she admired in her area just to get to know her a little better. Her goal was truly just to expand her network on the call. She wasn't planning to sell at all but the woman asked what Mary Ellen did and she bought her course before she hung up the phone. Why? Mary Ellen had done her homework and knew that what she was creating people wanted. So now it's not as hard for her to sell her course because she is serving and solving a problem.

I am scared of what other people will think of me. I am on the fence about putting myself out there.

- Think instead of how your story and service could impact one person. Get out of your own head and stay 100% focused on our mission and purpose.
- Not everyone is your ideal client. Just stay focused on why you do what you do.

Technology. I have no idea how to build a website...

- There are so many tutorials and trainings online these days. You don't need thousands to get up and running and most of the time, you can learn how to do it yourself, affordably if not for free.
- Check out the tools section of this blueprint and contact the companies that you can start delegating what you don't know how to do. Start thinking like a manager, not a doer if you can't figure it out on your own. Ask for help.

I am scared that I won't be able to contribute enough to the family budget.

- First, work on getting to zero debt (or as little debt as possible). This takes commitment but it's important to start planning to eliminate debt before you quit your job.
- Start living on less now. Lower your expenses. Try to live on half of your paycheck.
- Invest as much as you can into your business.
- Build a 3-6 months savings plan (or more) for when you quit your job.
- Moments matter more than things. Stay focused on your vision and your future as a successful business owner.